Final Report
Sunday Shopping Survey

Prepared For
Department of Municipalities, Culture and Housing
Fredericton, NB

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Introduction

At the request of the Department of Municipalities, Housing and Culture, Baseline Market Research Ltd. (Baseline) conducted a telephone survey of 1000 New Brunswickers to measure attitudes and opinions concerning the recent trial period for Sunday shopping and future options concerning Sunday shopping.

This report presents a detailed summary of this survey. We first present the objectives to be accomplished, followed by the methodology employed and the findings from the research. This report ends with the firm's observations on the information collected.

Research Objectives

Research objectives actually define a project and the information generated. The following state the objectives for this project in the form of questions which the survey instrument was designed to answer:

- First of all, what percentage of the population actually participated in the pre and post Christmas trial period for Sunday shopping in New Brunswick? Did participation vary within different subgroups within the overall population?

- Did the Sunday shopping trial period have any effect on the amount of money New Brunswickers spent during the 1991 Christmas period? If New Brunswickers had not been able to shop on Sundays during this period, would they have shopped outside the province?

- What was the public's reaction to the trial shopping period in general? Did that reaction vary within subgroups? What was the rationale for the different opinions expressed?

- What is the public's reaction to a variety of options for Sunday shopping in the future?

- Are the effects or opinions significantly different between residents who live in border communities and those residing in other areas of the province.

- Is there a relationship between Sunday shopping and cross-border shopping?

In addition to these primary objectives, the survey also collected information about shopping patterns in general and about cross-border shopping by New Brunswickers. Details on the information collected has been submitted in table format under separate cover.

The following section summarizes the methodology employed to provide answers to these research questions.

Methodology

Baseline completed telephone interviews with a randomly selected sample of people 18 years of age or older.

Because of the need to understand any differences in opinion between border and non-border residents of the province, Baseline actually selected two samples. The first sample involved 200 people drawn from all households located within communities adjacent to the Maine-New Brunswick border. The second sample of 800 people was drawn from all possible households in other New Brunswick communities.

Once contact was made within a household, Baseline then selected the person in the house to participate in this survey. This selection was done using a second-stage random selection procedure.

All interviews were conducted between January 19 and January 30, 1992. Interviews were conducted in the language of choice of the respondent. Table 1 summarizes the number of contacts needed to complete 1000 interviews:

Table 1
Contact Summary

Action	Number of Calls
Total Calls Made	1807
Less Ineligible numbers	
Business	130
Respondent unable to complete interview	58
Total Eligible Households	1619
Interviews Completed	1000
Refusals	619
Response Rate (1000/1619)	62%

By any standards, a response rate of 62% for a randomly selected telephone survey is highly acceptable.

Because results were to be applied to the province as a whole and to border communities, the analysis of this information was done in two ways. First of all, we analyzed information on the basis of border/non-border and then on a province-wide basis. In order to use the sample of 1000 for province-wide information, responses were weighted to reflect the actual distribution of the population. The following table summarizes the margins of error, at the 95% level of confidence, for the information presented for each of these samples.

Table 2
Margin of Error at 95% Level of Confidence

Sample Area	Sample Size	Margin of Error
Border	200	± 4 - 7%
Non-Border	800	± 2 - 3%
Weighted Province-wide	1000	± 2 - 3%

The following table provides a demographic profile of the sample from whom information was collected and compares their characteristics to the province as a whole.

Table 3
Sample and Population Comparison

Demographic Characteristic	Sample	NB Population
Gender		
Females	51%	51%
Males	49%	49%
Age		
18 - 24	11%	17%
25 - 34	27%	24%
35 - 44	22%	19%
45 - 54	15%	13%
55 - 64	12%	12%
65+	13%	15%
Income		
under $ 20,000	34%	28%
$ 20 - 40,000	38%	35%
$ 40,000 or more	28%	37%
Education		
Elem or Grammar	16%	24%
Some H.S.	16%	28%
H.S. Grad.	26%	12%
Other Non University	16%	20%
University or Higher	26%	16%
Mother Tongue		
English	65%	66%
French	33%	33%
Other/both	2%	1%

The primary differences between the sample and the population are found with the education and income. The income differences are explained by the fact that the population data is based on 1986 information. The difference in education can be explained in one of two ways: either those at the lower education levels refused to participate or people tend to

overstate the level of schooling they completed. We tend to believe that the lower levels are somewhat under represented - as is often the case in survey research.

Given the overall characteristics of the sample, we did not weight the data on demographic variables, however, significant differences within groups are noted in the presentation of the research findings.

The questionnaire used to collect data for this survey was developed by Baseline in conjunction with staff from Municipalities, Culture and Housing. The questionnaire, in both official languages, is included in Appendix A.

Research Findings

The following material addresses each of the research questions which directed this survey.

Participation in the Sunday Shopping Trial

When provided with the opportunity between November 8 and December 31, 40% of the population chose to shop on Sunday in New Brunswick. Tables 4, 4A and 5 demonstrate participation by area and within different subgroups of the population.

Table 4
Participation in Sunday Shopping Trial

Did you shop on Sundays in the trial period	Province-wide (Weighted Data)	Border Residents	Non-Border Residents
Yes	40%	34%	41%
No	60%	66%	59%

In addition to questions about the trial period, each respondent was also asked if they shopped on Sunday in New Brunswick during other times of

the year at stores such as Shopper's Drug Mart and other places that are allowed to be open. Table 4A summarizes the patterns identified.

Table 4A
Regular Participation in Sunday Shopping in New Brunswick

In a typical year, how often do you or others in your household visit (stores open on Sunday in NB)?	Percent of all Respondents
Weekly	14%
Once/Twice a Month	23%
Once in a While	36%
Never	26%

This pattern is not dissimilar to that for Sunday shopping during the trial period - 60% did not shop during the trial period and 62% shop only occasionally or never on a regular basis.

Table 5 summarizes the demographic characteristics of those who shopped on Sundays during the trial period.

Table 5
Trial Sunday Shopping within Demographic Groups

	Yes - A Sunday Shopper	No - Not a Sunday Shopper
Age Groups		
18 - 24	51%	49%
25 - 34	56%	44%
35 - 44	42%	58%
55 - 54	38%	62%
55 - 64	25%	75%
65 +	12%	88%
Language Groups		
English	42%	58%
French	37%	63%
Education Levels		
Less than H.S.	34%	66%
H.S. Grad	42%	58%
Post High School	42%	58%
Some Level of University	47%	53%
Religion		
Protestant	37%	63%
Catholic	41%	59%
Other	22%	78%
Employment Status		
Employed	45%	55%
Unemployed	43%	57%
Retired-Disabled	16%	84%
Student	62%	38%
Houseperson	39%	61%
Gender		
Female	41%	59%
Male	39%	61%
Income Level		
Under $ 20,000	33%	67%
$ 20 - 30,000	41%	59%
$ 30 - 40,000	40%	60%
$ 40 - 50,000	47%	53%
$ 50,000+	49%	51%

Based on the information in Table 5, one can make the following observations ...

- the higher the income of a New Brunswicker, the more likely s/he is to have participated in the Sunday shopping trial.
- the older a resident, the less likely s/he is to have participated in the trial shopping period.
- particular religions are not an indicator of shopping behaviour patterns do not differ significantly between Protestants and Catholics.
- disabled and retired people were less likely to be shopping on Sunday during the trial period.
- men and women participated equally in Sunday shopping.

The primary reasons for **not** shopping during the trial period, as given by respondents, were as follows (based on the opinions of the 60% who did not participate):

- there is no need to shop on Sunday - ample opportunity during other times (40%)
- other shopping habits have been established - no need to change (11%)
- Sunday is a day of rest (11%)
- Sunday is a family day - not a day to shop (9%)
- transportation problems prevented shopping on Sunday (6%)
- too busy with other activities on Sunday (6%)
- employees should not have to work on Sunday (4%)
- could not shop, had to work (3%).

Those who shopped on Sunday, on average shopped on 2.4 Sundays. Table 6 summarizes the pattern for Sunday shopping.

Table 6
Frequency of Sunday Shopping in Trial Period

On how many Sundays did people shop?	Percentage
One	28%
Two	24%
Three	20%
Four	10%
Five	4%
Six	5%
Seven	3%
Eight	6%

Each person in this survey was asked if they shopped for groceries, Christmas gifts, personal items or household items during this trial period. Table 7 summarizes the type of Sunday shopping activity during the trial period.

Table 7
Types of Shopping Activity During Trial Period

On Sundays during the trial period people shopped for.....	Overall	Border Communities	Non-Border Communities
Christmas Gifts	78%	81%	77%
Groceries	40%	36%	41%
Personal Items	49%	48%	50%
Household Items	29%	30%	29%

As can be observed from the information in Table 7, there was little difference in shopping patterns between residents of border and the rest of New Brunswick.

Perceptions of the Impact of Sunday Shopping on Expenditures and Alternative Shopping

Each of those who participated in the Sunday shopping trial period was asked if they thought that the opportunity to shop on Sunday had an impact on the amount of money they spent during a typical week in this Christmas period. Table 8 summarizes shoppers' opinions.

Table 8
Perceptions of the Impact of Sunday Shopping on Spending

Sunday Shopping opportunities...	Percent of the 40% who shopped on Sundays		
	Overall	Border	Non-Border
Helped to increase the amount a consumer spent	12%	13%	12%
Helped to decrease the amount a consumer spent	3%	2%	3%
Had no change on the amount spent	85%	85%	85%

Those who participated were also asked how likely they would have been to shop elsewhere if Sunday shopping had not been available in New Brunswick. Table 9 summarizes responses received.

Table 9
Likelihood of Shoppers Going Elsewhere without Sunday Shopping

How likely would shoppers have been to go elsewhere?	Percent of the 40% who shopped on Sundays	Border	Non-Border
Very Likely	10%	27%	6%
Somewhat Likely	8%	10%	8%
Not Likely	67%	45%	71%
No relationship	15%	18%	15%

According to the information in Table 8 and Table 9, residents believe that the opportunity to shop within New Brunswick had little effect on the amount of money they spent and little impact on their decision to consider shopping elsewhere.

Each respondent, regardless of their participation in Sunday shopping during the trial period, was also asked if they had spent more, less or the same amount of money for Christmas '91 compared to Christmas '90. Overall, 47% indicated that they had spent about the same amount, 33% had spent less and 20% said that they spent more this year than last.

Those who spent more for Christmas '91 did so because ...

- of taxes and because things cost more this year (for the same items) (51%)
- they had more people to buy for (18%)
- they had a better job (more money) this year (16%)
- they made some major purchases this year that they had not made in '90 (6%).

Those who spent less for Christmas this year did so because ...

- they had less money this year (39%)
- taxes made things too expensive (23%)
- economic conditions are not good for spending (12%)
- they are trying, in general, to reduce spending (7%)
- they had fewer people to buy for (6%)
- they had other major expenses during the year (5%).

According to these responses, in general, people tried to hold the line or spend less for Christmas '91. This may explain why people see little impact from Sunday Shopping in terms of an increase in dollars spent.

The following sections present a summary of opinion concerning Sunday Shopping during the trial period.

Trial Period

Each person interviewed was specifically asked if they favoured or opposed the trial period for Sunday Shopping. Table 10 summarizes responses.

Table 10
Views on Recent Sunday Shopping Trial

	Percent Overall	Border	Non-Border
Strongly in Favour	17%	19%	17%
Somewhat in Favour	27%	28%	26%
Somewhat Opposed	19%	15%	20%
Strongly Opposed	24%	19%	26%
No Opinion	13%	19%	11%

People who indicated that they were in favour of the trial period did so because ...

- Sunday shopping provides more opportunity for consumers (51%)
- its more convenient (15%)
- it keeps people in NB (4%)
- it gives consumers more freedom to choose (4%)

People who were opposed to the trial period for Sunday shopping did so because ...

- employees should not have to work on Sunday (25%)
- Sunday should be a family day or a day of rest (27%)
- people should shop during the week (15%)
- of religious reasons (10%)
- its too expensive for businesses (3%)
- it will not reduce cross-border shopping.

The following table summarizes the level of support or opposition within age groups.

Table 11
Views on the Trial Period by Age Groups

Age Group	Favour	Oppose	No Opinion
18-24	67%	25%	8%
25-34	59%	34%	7%
35-44	39%	48%	13%
45-54	42%	44%	14%
55-64	31%	50%	19%
65+	18%	60%	22%

Consistent with these differences based on age, were differences based on employment status: people who were disabled or retired expressed the highest level of opposition to the trial period for Sunday shopping. Analysis revealed that differences based on other variables such as language or religion were not statistically significant.

It appears that there is a fairly even division concerning the recent trial period for Sunday shopping.

Opinions Regarding Sunday Shopping Options

In this survey, each respondent was asked his or her opinion about four different options in relation to future Sunday shopping in New Brunswick. The options explored were as follows:

- Sunday shopping on a year-round basis;
- Sunday shopping during November and December in the coming years;
- Sunday shopping during the peak tourist season (perhaps during July and August);

- Sunday shopping based on local communities decisions to have such in conjunction with local festivals or events such as Loyalist Days, the Irish Festival or Foire Brayonne;

The following tables summarize responses received in relation to each of these options.

Table 12
Public Attitudes Concerning Year-Round Sunday Shopping (Option 1) in New Brunswick

	Overall	Border	Non-Border
Strongly Favour	19%	24%	17%
Somewhat Favour	21%	18%	22%
Somewhat Oppose	14%	15%	14%
Strongly Oppose	18%	17%	19%
No Opinion	28%	26%	29%

As with the trial period, older respondents and those disabled or retired were more likely to oppose year-round shopping.

Men and women do not differ in their opinions on this option nor do those with French or English as their mother tongue.

The second option presented to respondents asked for their support or opposition to an annual period for Sunday shopping during the months of November and December. Table 13 provides the summary of opinion concerning this option.

Table 13
Opinions Concerning an Annual November-December Sunday Shopping Period

	Overall	Border	Non-Border
Strongly Favour	35%	43%	33%
Somewhat Favour	31%	30%	32%
Somewhat Oppose	8%	10%	7%
Strongly Oppose	9%	5%	10%
No Opinion	17%	12%	18%

The opinions on the future of Sunday shopping during November and December are fairly consistent across groups. Older respondents continue to show a higher level of opposition to Sunday shopping, but with this option, their level of opposition is less than was expressed in reaction to the trial period, as demonstrated in Table 14.

Table 14
Views on an Annual November-December Sunday Shopping Period

Age Group	Favour	Oppose	No Opinion
18-24	83%	11%	6%
25-34	77%	12%	11%
35-44	61%	19%	20%
45-54	67%	15%	18%
55-64	55%	21%	24%
65+	50%	23%	27%

The third option which respondents were presented involved the potential for Sunday shopping in any area during the peak tourist season (July-

August) (see Q10 for the exact wording). Table 15 summarizes opinions expressed.

Table 15
View on the Option for Sunday Shopping in All Areas
During the Peak Tourist Season

	Overall	Border	Non-Border
Strongly Favour	29%	33%	28%
Somewhat Favour	23%	18%	24%
Somewhat Oppose	9%	13%	8%
Strongly Oppose	12%	15%	12%
No Opinion	27%	21%	28%

Patterns of similarity and differences on this issue are basically the same as on other issues with older respondents showing greater resistance.

The fourth option presented to respondents involved local decision-making in determining if Sunday shopping should be an option in conjunction with local festivals and events. Table 16 summarizes overall responses (see exact wording in Q11 on the questionnaire).

Table 16
Views on the Local Option for Sunday Shopping
During Events and Festivals

	Overall	Border	Non-Border
Strongly Favour	28%	32%	27%
Somewhat Favour	29%	25%	30%
Somewhat Oppose	9%	13%	8%
Strongly Oppose	11%	9%	12%
No Opinion	23%	21%	23%

There was a statistically significant difference on this issue in relation to the educational level of the respondent, as demonstrated in Table 17.

Table 17
Views on Local Control of the Sunday Shopping Option
by Level of Education

	Not H.S. Grad	H.S. Grad	Post H.S.	University
Strongly Favour	23%	29%	29%	37%
Somewhat Favour	27%	29%	28%	36%
Somewhat Oppose	16%	5%	6%	4%
Strongly Oppose	9%	12%	15%	9%
No Opinion	25%	25%	22%	14%

As demonstrated in Table 17, the higher the level of respondent education the greater the likelihood that s/he would support the option for local decision-making in relation to the Sunday shopping option. Further analysis of subgroups did not reveal other statistically significant differences.

Sunday Shopping and Cross-Border Shopping

One of the arguments for Sunday shopping in New Brunswick involves the idea that having the opportunity to shop within New Brunswick will reduce the number of trips people will make outside the province for shopping, especially shopping in border states.

In order to explore this, respondents were first asked if they had shopped in either Maine or New Hampshire in 1991. If they had, they were asked about the frequency and other characteristics of those trips.

All respondents were asked for their impressions concerning any relationship between Sunday shopping and cross-border shopping. A summary of key points is presented in the following material.

Cross-Border Shopping Patterns

According to the respondents in this survey, 49% shopped in Maine or New Hampshire in 1991.

Table 18 provides more information on cross-border shopping patterns based on this survey of 1000 people.

Table 18
Cross-Border Shopping Patterns

	Overall	Border	Non-Border
Did you Shop in ME or NH in 1991			
Yes	49%	72%	43%
No	51%	28%	57%
How often did you cross-border shop in 1991			
Weekly	21%	60%	6%
2-3 Times a month	12%	20%	8%
Every few months	16%	9%	19%
1-2 times a year	51%	11%	67%
When did you shop?			
Weekdays	33%	42%	29%
Weekends	52%	44%	55%
Either	15%	14%	16%
Did you....			
Return the same day	51%	91%	34%
Stay with relatives	8%	4%	9%
Stay in a hotel/motel	31%	4%	43%
a combination of these	10%	1%	14%
Did you Christmas shop in ME or NH in 1991?			
Yes	22%	37%	18%
No	78%	63%	82%
On average, what percentage of Christmas shopping was done in ME or NH (among cross-border shoppers)	31%	29%	31%

The typical cross-border shopper lives in a border community, shops frequently in the US and did approximately 30% of their Christmas shopping in the US.

We note that in a survey of public attitudes about cross-border shopping in February, 1991 Baseline found that 11% of the total population shopped regularly, 42% shopped occasionally and 47% did not shop in the US at all.

Perceived Relationship between Sunday Shopping and Cross-Border Shopping

Each person in this survey was asked if they thought that having the opportunity to shop on Sunday in New Brunswick would be very, somewhat or not very likely to reduce the amount of money New Brunswickers spend on cross-border shopping. Table 19 and Table 20 summarize the views expressed.

Table 19
Will Sunday Shopping Reduce Money Spent on Cross-Border Shopping?

	Overall	Border	Non-Border
Very Likely	7%	11%	7%
Somewhat Likely	23%	28%	24%
Not Very Likely	44%	41%	49%
No Relationship	19%	20%	21%

Table 20
Will Sunday Shopping Reduce Money Spent on Cross-Border Shopping?
(Current Cross-Border Shoppers and Non-Shoppers)

	Overall	Cross-Border Shoppers	Not Cross-Border Shoppers
Very Likely	7%	6%	9%
Somewhat Likely	23%	22%	27%
Not Very Likely	44%	52%	43%
No Relationship	19%	20%	21%

According to the information collected, few appear to believe that Sunday shopping in New Brunswick will reduce the amount of money New Brunswickers are spending on cross-border shopping. Those who do not shop in the US currently are marginally more likely to think that Sunday shopping will have an effect on cross-border shopping.

Conclusions from the Research

Information collected through this study provides the basis for the following observations:

- While New Brunswickers were not enthusiastic about the trial period for Sunday shopping, the are not opposed to consideration of alternatives for the future. The most favoured options are annual Christmas period Sunday shopping and Sunday shopping in conjunction with local fairs and festivals. The least favourable alternative is year-round Sunday shopping.

- New Brunswickers do not believe that increased opportunities for Sunday shopping will have an impact on cross-border shopping - they are seen as somewhat separate issues.

- People supported the trial period because its made shopping more convenient for them and it gave them more choice. They opposed it because others had to work, because they believed that there were other times to shop and because they felt that Sunday should be a family day or day of rest.

- Other than their level of involvement in cross-border shopping, the opinions and perceptions of border residents did not differ in a statistically significant way from those of New Brunswickers living in other areas of the province. Older New Brunswickers indicated a higher level of resistance to change; however, their level of resistance decreased when they looked to future options.

- Sunday shopping cannot be seen as a generator of increased expenditures because few people were actually spending more in 1991 than they spent in 1990. Additionally, those who did any Christmas shopping in the US did about 30% of their shopping there. People claimed that they spent more or less this year because of increased taxes and increases in the price of the goods available for sale.

The following table summarizes the views on the different Sunday shopping options evaluated.

Table 21
Summary Observations on Sunday Shopping

	Favour	Oppose	No Opinion
The Trial Period	44%	43%	13%
Year-Round Sunday Shopping	40%	32%	28%
Annual Christmas Period Sunday Shopping	66%	17%	17%
Sunday Shopping During Tourist Season	52%	22%	26%
Sunday Shopping with local festivals	57%	20%	23%

Appendix A

Sunday Shopping Evaluation

RESP # ____ ____ ____ ____

Study Number 92003

TEL ____ ____ ____

CODE:BORDER 1

OTHER NB 2

TEL _____

In this survey, we'd like to begin by asking you a few questions about the usual shopping patterns for your household....

Q1 In a typical week, when is (READ EACH) done for your household?

	WEEK DAYS	EVENI NGS	WEEK ENDS	NO SPECIAL TIME	VARIED	DK/RF/NA
the grocery shopping	1	2	3	4	5	9
the shopping for clothing or personal items	1	2	3	4	5	9
the shopping for household items - from hardware to appliances	1	2	3	4	5	9

Q2 In a typical year, how often might you or other members of your household visit stores such as Shopper's Drug Mart or other pharmacies on a Sunday - either to purchase products or to browse....weekly, once or twice a month, once in a while or never?

WEEKLY 1
ONCE/TWICE MONTH 2
ONCE IN A WHILE 3
NEVER 4
DK 7
REF/NA 9

Q3 Thinking back over last year, 1991, did you do any shopping in Maine or New Hampshire during 1991?

YES 1
NO ..... 2 → ASK Q4
DK ..... 7 → ASK Q4
REF/NA ..... 9 → ASK Q4

Q3A How often do you shop in Maine or New Hampshire - weekly or more often, 2-3 times a month, once every few months, or once or twice a year?

WEEKLY 1
2-3 TIMES A MONTH 2
ONCE EVERY FEW MONTHS 3
ONCE OR TWICE A YEAR 4
DK 7
REF/NA 9
NOT APPROPRIATE 0

Q3B Altogether, in 1991, approximately how many shopping trips did you make to Maine or New Hampshire - PROBE: well, what's your best estimate of the number of trips?

ENTER NUMBER OF TRIPS	___ ___
DK	97
REF/NA	99
NOT APPROPRIATE	00

Q3C When are you most likely to shop in Maine or New Hampshire...during the week or on weekends?

WEEKDAYS	1
WEEKENDS	2
EITHER OR BOTH	3
DK	7
REF/NA	9
NOT APPROPRIATE	0

Q3D When you shop in Maine or New Hampshire, do you usually return on the same day or do you stay overnight? IF OVERNIGHT do you stay with friends or relatives or in a hotel or motel?

RETURN ON SAME DAY	1
STAY WITH FRIENDS OR RELATIVES	2
HOTELS/MOTELS ETC.	3
COMBINATION	4
OTHER _____	5
DK/REF/NA	9
NOT APPROPRIATE	0

Q3E During this past Christmas season, about what percentage of your Christmas shopping did you do in Maine or New Hampshire?

ENTER PERCENT	___ ___ ___
DK	997
REF/NA	998
NOT APPROPRIATE	999

Now, we'd like to ask you about your general shopping patterns during the past Christmas season..

Q4 First of all, how do you compare the amount of money that you spent for gifts and other purchases during this past Christmas with what you spent in 1990 - did you spend more money, about the same amount of money or less money this Christmas.....

MORE MONEY SPENT 1
LESS MONEY SPENT 3
THE SAME AMOUNT SPENT ..... 2 → GO TO Q5
DK ..... 7 → GO TO Q5
REF/NA ..... 9 → GO TO Q5

Q4A Why do you think that you spent more/less money in 1991?

_____

_____ .. __ __

DK 97
REF/NA 99
NOT APPROPRIATE 00

Q5 During the past Christmas season, when (READ EACH), on week days, on evenings during the week, or on weekends?

	WEEK DAYS	EVENINGS	WEEK ENDS	NO SPECIAL TIME	VARIED	DK	REF NA
did you do your shopping for Christmas gifts	1	2	3	4	5	7	9
did you or others do the grocery shopping for the household	1	2	3	4	5	7	9
did you do shopping for any other purchases	1	2	3	4	5	7	9

Q6 During this past November and December, the province had a trial period in which certain retail stores had the option to open for Sunday Shopping....did you do any Sunday shopping in New Brunswick during this trial period?

YES ..... 1 → ASK Q6B
NO ..... 2 → ASK Q6A
DK ..... 7 → ASK Q7
REF/NA ..... 9 → ASK Q7

#3

Q6A What, in particular, made you decide to not do any shopping on the Sundays when many of the stores were open?

_____

_____ ___

DK/REF/NA 99
NOT APPROPRIATE 00

GO TO INTRO FOR Q7

Q6B **IF SHOPPED ON SUNDAYS** On how many of the eight Sundays between November 8 and December 31 did you actually go shopping ?

ENTER # ..... ___
DK/REF/NA 9
NOT APPROPRIATE 0

Q6C When you were shopping on Sunday did you (READ EACH) ..

	YES	NO	DK	REF NA	NOT APPRO
do any grocery shopping	1	2	7	9	0
do any shopping for Christmas gifts	1	2	7	9	0
do any other personal shopping	1	2	7	9	0
do any general household shopping	1	2	7	9	0

Q6D In general, do you think that having the opportunity to shop on Sunday in New Brunswick had any effect on the amount of money you spent during a typical week in this pre-Christmas period? IF YES...did it increase or decrease the amount of money you spent?

INCREASED AMOUNT SPENT 1
DECREASED AMOUNT SPENT 2
NO CHANGE 3
DK 7
REF/NA 9
NOT APPROPRIATE 0

Q6E If you had not been able to shop in New Brunswick during this trial period, would you have been very, somewhat or not very likely to have gone to Maine or New Hampshire to shop on Sundays during this period?

VERY LIKELY 1
SOMEWHAT LIKELY 2
NOT VERY LIKELY 3
NO RELATION TO SHOPPING HERE . 4
DK 7
REF/NA 9
NOT APPROPRIATE 0

We'd now like to get your overall reaction to this trial period for Sunday shopping in New Brunswick...

Q7 First of all, would you say that you were strongly in favour, somewhat in favour, somewhat opposed or strongly opposed to this trial period for Sunday shopping?

STRONGLY FAVOUR 1
SOMEWHAT FAVOUR 2
SOMEWHAT OPPOSE 3
STRONGLY OPPOSE 4
NO OPINION/DO NOT CARE ..... 5 ASK
DK 7
REF/NA 9 Q8

Q7A Why were you (REPEAT R FROM Q7) to/of this trial period for Sunday shopping?

_____

_____ ..... __ __

DK 97
REF/NA 99
NOT APPROPRIATE 00

Now, we'd like to get your reactions to some different options for Sunday shopping in New Brunswick...

Q8 In general, would you favour or oppose providing the opportunity for residents and visitors to shop on Sunday on a year round basis in New Brunswick? IF OPINION EXPRESSED... would that be strongly or somewhat (favouring/opposing)

STRONGLY FAVOUR 1
SOMEWHAT FAVOUR 2
NO OPINION/NO PREFERENCE 3
SOMEWHAT OPPOSE 4
STRONGLY OPPOSE 5
DK 7
REF/NA 9

Q9 In general, would you favour or oppose providing the opportunity for residents and visitors to shop on Sunday during the pre-Christmas season, say in November and December each year? IF OPINION EXPRESSED ... would that be strongly or somewhat (favouring/opposing)

STRONGLY FAVOUR	1
SOMEWHAT FAVOUR	2
NO OPINION/NO PREFERENCE	3
SOMEWHAT OPPOSE	4
STRONGLY OPPOSE	5
DK	7
REF/NA	9

Q10 In general, would you favour or oppose giving residents and visitors the option to shop on Sunday during the peak tourist season - perhaps during the months of July and August? IF OPINION EXPRESSED... would that be strongly or somewhat (favouring/opposing)

STRONGLY FAVOUR	1
SOMEWHAT FAVOUR	2
NO OPINION/NO PREFERENCE	3
SOMEWHAT OPPOSE	4
STRONGLY OPPOSE	5
DK	7
REF/NA	9

Q11 What do you think about the idea of giving local communities the option to have shopping on Sunday during community sponsored events and festivals such as Loyalist Days in Saint John, Foire Brayonne in Edmundston or the Irish Festival in Chatham? Would you favour or oppose Sunday shopping during these types of community events or festivals? ...IF OPINION EXPRESSED... would that be strongly or somewhat (favouring/opposing)

STRONGLY FAVOUR	1
SOMEWHAT FAVOUR	2
NO OPINION/NO PREFERENCE	3
SOMEWHAT OPPOSE	4
STRONGLY OPPOSE	5
DK	7
REF/NA	9

Q12 And finally....do you think that giving New Brunswickers the opportunity to shop at a variety of retail stores on Sunday will be very, somewhat or not very likely to reduce the amount of money New Brunswickers spend on shopping across the border?

VERY LIKELY	1
SOMEWHAT LIKELY	2
NOT VERY LIKELY	3
NO RELATIONSHIP	5
DK	7
REF/NA	9

Q13 What do you think would be the major effect - either positive or negative - if the government decided to allow Sunday Shopping in New Brunswick ?

_____

_____ __

NO EFFECTS 95
DK 97
REF/NA 98

We'd like to end our survey by asking a few questions ... so that we can compare the attitudes of different groups of people. First of all....

Q14 In what year were you born? ..... 19 __ __
REF/N.A 99

Q14A What is your mother tongue, the language you first learned to speak and still understaind?

ENGLISH 1
FRENCH 2
BILINGUAL ALWAYS 3
OTHER _____ 4
DK/REF/NA 9

Q.15 Are you currently married, widowed, divorced, separated or single?

MARRIED (COMMON LAW) 1
WIDOWED 2
DIVORCED/SEPARATED 3
SINGLE 4
REF/NA 9

Q16 Are you currently employed, unemployed, disabled, retired, a student (IF FEMALE) a housewife or what?

EMPLOYED: Is that...self employed ... 11
employed full-time 12
employed part-time 13
UNEMPLOYED 14
DISABLED ..... 20 ASK
RETIRED 21
STUDENT ..... 22 →
HOUSEWIFE 23
DK/REFUSED 98
N.A ..... 99 . Q17

Q.16a IF EMPLOYED: Were you an employee or owner operator who had to work on Sunday in the retail industry over the trial period?

YES WORKED DURING TRIAL PERIOD 1
NO DID NOT WORK DURING PERIOD 2
DK 7
REF/NA 9
NOT APPROPRIATE 0

Q.17 What was the highest level of school you attended ...grammar/elementary, high school, community college, nursing or vocational school, university or graduate school?

ELEMENTARY/GRAMMAR 11
HIGH SCHOOL (did you graduate)
NO 12
YES 13
VOCATIONAL, COMMUNITY COLLEGE, OTHER NON-UNIVERSITY 14
UNIVERSITY:
Did you receive a degree? NO 15
YES 16
GRADUATE SCHOOL
Did you receive a degree? NO 17
YES 18
REF/NA 99

Q18 What is your religion?

PROTESTANT 14
CATHOLIC 20
JEWISH 21
OTHER (SPECIFY) _____ __ __
DK 98
REF/N.A 99

Q.19 Thinking of the total income for your household in 1991, that is, all income from all sources before taxes, was your total household income in 1991.....

A. more than $20,000?

YES ..... CONT
NO ..... 11 STOP

B. was your total household income in 1990 more than $30,000?

YES ..... CONT
NO ..... 13 STOP

C. more than $40,000?

YES. ..... CONT
NO ..... 15 STOP

D. more than $50,000?

YES 18
NO 17

DON'T KNOW/REF/N.A 99

Q.20 ENTER RESPONDENT'S SEX:

FEMALE 1
MALE 2

Q.21 ENTER THE LENGTH OF THIS INTERVIEW ..... __ __

CHECK FOR COMPLETION.....THANKS.

#8

VERSION 1

Bonjour! Mon nom est _____, et je vous appelle de la part de Baseline, une société de recherche indépendante. Nous faisons ce soir un sondage à travers la province sur le magasinage pour les ménages. Ce sera très court, et nous apprécions vraiment votre aide.

Nous devons interviewer des hommes dans certains foyers et des femmes dans d'autres pour que nous puissions obtenir des résultats qui représentent vraiment tout le Nouveau-Brunswick. Dans votre foyer, je dois parler à **l'homme le plus jeune** qui a plus de 18 ans.

SI UN HOMME QUI PARLE: Est-ce que c'est vous?
SI OUI, CONTINUEZ
SI NON-DISPONIBLE, DEMANDEZ SON NOM ET RAPPELLEZ.

SI UNE FEMME QUI PARLE DEMANDEZ DE PARLER À L'HOMME - RÉPÉTEZ CI-HAUT.

SI PAS D'HOMME DANS LE FOYER, CONTINUEZ AVEC L'INTERVIEW.

Avant de commencer, je veux que vous sachiez que ce sondage est très court et ne prendra pas beaucoup de votre temps. Nous espérons que vous pensiez à chaque question et que vous répondiez à chacune aussi honnêtement que possible - si vous ne voulez pas répondre à une question ou une autre, vous n'aurez qu'à le dire. Je passerai alors à la question suivante.

Date	Int	C	REF	RAP	Autre
1/19/20					
1/20/91					
1/21/91					
1/22/91					
1/23/91					
1/24/91					
1/25/91					

ÉVALUATION DU MAGASINAGE DU DIMANCHE N° DE RÉP. _ _ _ _

Étude n° 92003 Int. ____ TÉL. _ _ _ _ _ _ _

CODE: FRONTIÈRE 1
AUTRES N.-B. 2

TEL _____

Nous aimerions commencer notre sondage par quelques questions sur les habitudes de magasinage dans votre ménage...

Q1 Durant les semaines ordinaires, quand faites-vous (LIRE CHAQUE CAS) pour votre ménage?

	JOURS SEMAINE	SOIRÉES	FINS DE SEMAINE	PAS DE TEMPS SPÉCIAL	DIVERS	NSP/ REF/ SR
vos achats d'épiceries	1	2	3	4	5	9
vos achats de vêtements ou de biens personnels	1	2	3	4	5	9
vos achats d'articles de ménage - de la quincaillerie aux appareils ménagers	1	2	3	4	5	9

Q.2 Dans une année ordinaire, il vous arrive combien souvent, à vous ou aux autres membres de votre ménage, de visiter le dimanche des magasins comme Shopper's Drug Mart ou d'autres pharmacies - pour acheter des produits ou pour regarder seulement...une fois par semaine, une ou deux fois par mois, une fois de temps en temps ou jamais?

UNE FOIS PAR SEMAINE 1
UNE OU DEUX FOIS PAR MOIS 2
UNE FOIS DE TEMPS EN TEMPS 3
JAMAIS 4
NSP 7
REFUS/SR 9

Q.3 Au cours de l'an dernier, c'est-à-dire en 1991, avez-vous fait des achats dans le Maine ou le New Hampshire?

OUI 1
NON ..... 2 PASSEZ
NSP ..... 7 À
REFUS/SR 9 Q.4

Q3A Combien souvent magasinez-vous dans le Maine ou le New Hampshire - chaque semaine, 2 ou 3 fois par mois, tous les quelques mois ou une ou deux fois par an?

CHAQUE SEMAINE	1
2 OU 3 FOIS PAR MOIS	2
TOUS LES QUELQUES MOIS	3
UNE OU DEUX FOIS PAR AN	4
NSP	7
REFUS/SR	9
PAS APPROPRIÉ	0

Q3B En 1991, vous avez fait en tout combien de voyages pour magasiner dans le Maine ou le New Hampshire -- POSEZ DES QUESTIONS: Eh bien, combien de voyages pensez-vous vraiment avoir faits?

INDIQUEZ NOMBRE DE VOYAGES	__
NSP	97
REFUS/SR	99
PAS APPROPRIÉ	00

Q3C Quand magasinez-vous le plus souvent dans le Maine ou le New Hampshire...durant la semaine ou en fin de semaine?

JOURS DE LA SEMAINE	1
FINS DE SEMAINE	2
L'UN OU L'AUTRE, OU LES DEUX	3
NSP	7
REFUS/SR	9
PAS APPROPRIÉ	0

Q3D Lorsque vous magasinez dans le Maine ou le New Hampshire, revenez-vous chez vous habituellement le même jour ou est-ce que vous y passez la nuit? SI PASSE LA NUIT... Restez-vous chez des amis ou parents, ou bien dans un hôtel ou motel?

REVIENT LE MÊME JOUR	1
RESTE CHEZ DES AMIS OU PARENTS	2
HÔTELS, MOTELS, ETC	3
LES DEUX	4
AUTRE_____	5
NSP/REFUS/SR	9
PAS APPROPRIÉ	0

Q3E Durant la période de Noël qui vient de se terminer, quel pourcentage environ de vos achats avez-vous fait dans le Maine ou le New Hampshire?

INDIQUEZ LE POURCENTAGE	.....	__
NSP	.....	997
REFUS/SR	.....	998
PAS APPROPRIÉ	.....	999

Nous aimerions maintenant vous poser des questions sur vos habitudes d'achats en général durant la période de Noël qui vient de se terminer...

Q4 Tout d'abord, comment comparez-vous le montant que vous avez dépensé pour des cadeaux et d'autres achats au cours de la période de Noël dernier avec le montant que vous avez dépensé en 1990 - avez-vous dépensé plus, à peu près autant ou moins ce dernier Noël...

DÉPENSÉ PLUS D'ARGENT	.....	1	
DÉPENSÉ MOINS D'ARGENT	.....	3	
DÉPENSÉ MÊME MONTANT	.....	2	PASSEZ
NSP	.....	7	À
REFUS/SR	.....	9	Q5

Q4A D'après vous, pourquoi avez-vous dépensé plus/moins en 1991?

_____

_____ ..... __

NSP	.....	97
REFUS/SR	.....	99
PAS APPROPRIÉ	.....	00

Q5 Au cours de la dernière période de Noël, quand (LIRE CHAQUE CAS), sur semaine, en soirée durant la semaine ou durant les fins de semaine?

	JOURS DE SEMAINE	SOIRÉES	FINS DE SEMAINE	PAS DE MOMENT SPÉCIAL	DIVERS	NSP	REF SR
avez-vous magasiné pour vos cadeaux de Noël	1	2	3	4	5	7	9
vos achats d'épiceries ont-ils été faits par vous ou d'autres pour le ménage	1	2	3	4	5	7	9
avez-vous magasiné pour d'autres achats	1	2	3	4	5	7	9

Q6 En novembre et décembre derniers, la province a permis, à titre d'essai, à certains magasins de détail d'ouvrir leurs portes pour le magasinage le dimanche...avez-vous magasiné les dimanches au Nouveau-Brunswick durant cette période d'essai?

OUI	.... 1 POSEZ Q6B
NON	.... 2 POSEZ Q6A
NSP	.... 7 POSEZ Q.7
REFUS/SR	 9

Q6A Pour quelle raison surtout avez-vous décidé de ne pas magasiner les dimanches même si plusieurs magasins étaient ouverts?

_____

_____ ..... __

NSP/REFUS/SR	 99
PAS APPROPRIÉ	 00

PASSEZ À L'INTRODUCTION POUR Q7

Q6B **SI A MAGASINÉ LES DIMANCHES** Vous avez vraiment magasiné durant combien des huit dimanches entre le 8 novembre et le 31 décembre?

INDIQUEZ NOMBRE ..... __
NSP/REFUS/SR 9
PAS APPROPRIÉ 0

Q6C Les dimanches où vous avez magasiné, avez-vous (LIRE CHAQUE CAS).

	OUI	NON	NSP	REFUS /SR	PAS APPROPRIÉ
acheté des épiceries	1	2	7	9	0
magasiné pour des cadeaux de Noël	1	2	7	9	0
magasiné pour d'autres achats personnels	1	2	7	9	0
magasiné pour d'autres articles de ménage	1	2	7	9	0

Q6D Durant les semaines ordinaires qui ont précédé Noël, pensez-vous que vous avez dépensé plus ou moins du fait que vous pouviez magasiner le dimanche au Nouveau-Brunswick? SI OUI...Avez-vous augmenté ou diminué vos dépenses?

AUGMENTÉ LE MONTANT DÉPENSÉ 1
DIMINUÉ LE MONTANT DÉPENSÉ 2
AUCUN CHANGEMENT 3
NSP 7
REFUS/SR 9
PAS APPROPRIÉ 0

Q6E Si, durant la même période d'essai en question, vous n'aviez pas pu magasiner le dimanche au Nouveau-Brunswick, est-ce qu'il est très probable, un peu probable ou pas très probable que vous seriez allé(e) magasiner le dimanche dans le Maine ou le New Hampshire?

TRÈS PROBABLE 1
UN PEU PROBABLE 2
PAS TRÈS PROBABLE 3
AUCUN RAPPORT AVEC ACHATS AU N.-B 4
NSP 7
REFUS/SR 9
PAS APPROPRIÉ 0

Nous aimerions maintenant savoir ce que vous pensez en général de cette période d'essai pour le magasinage du dimanche au Nouveau-Brunswick.

Q7 Tout d'abord, diriez-vous que vous étiez beaucoup pour, un peu pour, un peu contre ou beaucoup contre cette période de magasinage du dimanche à titre d'essai?

BEAUCOUP POUR	1	
UN PEU POUR	2	
UN PEU CONTRE	3	
BEAUCOUP CONTRE	4	
PAS D'OPINION/INDIFFÉRENT(E)	5	PASSEZ
NSP	7	À
REFUS/SR	9	Q8

Q7A Pourquoi étiez-vous (RÉPÉTEZ RÉPONSE À Q7) au sujet de cette période de magasinage du dimanche à titre d'essai?

_____

_____ ..... __ __

NSP	97
REFUS/SR	99
PAS APPROPRIÉ	00

Nous aimerions maintenant savoir ce que vous pensez de différentes possibilités de magasiner le dimanche au Nouveau-Brunswick...

Q8 En règle générale, seriez-vous pour ou contre l'idée de permettre aux résidents et aux visiteurs de magasiner le dimanche au Nouveau-Brunswick durant toute l'année? SI EXPRIME UNE OPINION... Seriez-vous beaucoup ou pas beaucoup pour ou contre cette idée?

BEAUCOUP POUR	1
UN PEU POUR	2
AUCUNE OPINION/AUCUNE PRÉFÉRENCE	3
UN PEU CONTRE	4
BEAUCOUP CONTRE	5
NSP	7
REFUS/SR	9

Q9 En règle générale, seriez-vous pour ou contre l'idée de permettre aux résidents et aux visiteurs de magasiner le dimanche durant la période d'avant-Noël, comme en novembre et décembre, chaque année? SI EXPRIME UNE OPINION... Seriez-vous beaucoup ou pas beaucoup pour ou contre cette idée?

BEAUCOUP POUR	1
UN PEU POUR	2
AUCUNE OPINION/AUCUNE PRÉFÉRENCE	3
UN PEU CONTRE	4
BEAUCOUP CONTRE	5
NSP	7
REFUS/SR	9

Q10 En règle générale, seriez-vous pour ou contre l'idée de permettre aux résidents et aux visiteurs de magasiner le dimanche durant la période touristique de pointe, en juillet et août, par exemple? SI EXPRIME UNE OPINION... Seriez-vous beacoup ou pas beaucoup pour ou contre cette idée?

BEAUCOUP POUR	1
UN PEU POUR	2
AUCUNE OPINION/AUCUNE PRÉFÉRENCE	3
UN PEU CONTRE	4
BEAUCOUP CONTRE	5
NSP	7
REFUS/SR	9

Q11 Que pensez-vous de l'idée de donner aux localités l'option de permettre le magasinage le dimanche à l'occasion d'activités et de festivals communautaires, comme la Fête des loyalises à Saint-Jean, la Foire brayonne à Edmundston ou le Festival des Irlandais à Chatham? Seriez-vous pour ou contre le magasinage le dimanche durant ces genres d'activités ou de festivals? SI EXPRIME UNE OPINION... Seriez-vous beaucoup, ou pas beaucoup pour, ou contre cette idée?

BEAUCOUP POUR	1
UN PEU POUR	2
AUCUNE OPINION/AUCUNE PRÉFÉRENCE	3
UN PEU CONTRE	4
BEAUCOUP CONTRE	5
NSP	7
REFUS/SR	9

Q12 Enfin, si au Nouveau-Brunswick on permettait des achats le dimanche dans divers magasins de vente au détail, pensez-vous que la population de la province dépenserait moins pour des achats de l'autre côté de la frontière? D'après-vous, est-ce que cela est très probable, un peu probable ou pas très probable?

TRÈS PROBABLE	1
UN PEU PROBABLE	2
PAS TRÈS PROBABLE	3
AUCUN RAPPORT	5
NSP	7
REFUS/SR	9

Q13 Si le gouvernement décidait de permettre le magasinage le dimanche au Nouveau-Brunswick, d'après-vous qu'est-ce que cela donnerait surtout comme résultat, bon ou mauvais?

_____

_____ ... __ __

AUCUN EFFET	95
NSP	97
REFUS/SR	98

Nous aimerions terminer notre sondage par quelques questions sur vous-même pour nos statistiques ... cela nous permettra de comparer les attitudes de différents groupes de personnes.

Q.14 En quelle année êtes-vous né(e) (INSCRIVEZ LES DEUX DERNIERS CHIFFRES)

INSCRIVEZ LES CHIFFRES ..... __ __

NSP	97
REFUS/SR	99

Q14a Quelle est votre langue maternelle ... la première langue que vous avez appris à parler et que vous comprenez encore?

ANGLAIS	1
FRANÇAIS	2
TOUJOURS BILINGUE	3
AUTRE_____	4
REFUS/SR	9

Q.15 Êtes-vous actuellement marié(e) ... séparé(e) ... divorcé(e) ... veuf(veuve) ... célibataire ou autre chose?

MARIÉ(E) (DE FAIT)	1
SÉPARÉ(E)	2
DIVORCÉ(E)	3
VEUF(VEUVE)	4
CÉLIBATAIRE	5
NSP	7
REFUS/SR	9

Q.16 Êtes vous actuellement employé(e), chômeur(se), invalide, retiré(e), étudiant(e), (SI UNE FEMME) maîtresse de maison ou autre chose?

EMPLOYÉ(E) ... est-ce

à votre propre compte	11	
à temps plein	12	
à temps partiel	13	
CHÔMEUR(SE)	14	ALLER
INVALIDE	20	
RETIRÉ(E)	21	→ À
ÉTUDIANT(E)	22	
MAÎTRESSE DE MAISON	23	Q17
NSP/REFUS/SR	99	

Q.16a SI EMPLOYÉ(E): Étiez-vous un/une employé(e) ou propriétaire/dirigeant(e) qui était obligé de travailler le dimanche dans l'industrie de vente au détail durant la période d'essai?

OUI - TRAVALIILER DURANT PERIODE D'ESSAI	1
NON - N'A PAS TRAVAILLER	2
NSP	7
REF/SR	9
PAS APPROPRIE	0

Q.17 Jusqu'où vous êtes-vous rendu(e) dans vos études ... niveau primaire ou élémentaire ... école secondaire, collège communautaire ou d'enseignement professionnel ... université ou école de troisième cycle?

ÉLÉMENTAIRE OU PRIMAIRE 11

ÉCOLE SECONDAIRE

Avez-vous un diplôme d'études secondaires?

NON	12
OUI	13

COLLÈGE COMMUNAUTAIRE OU DE FORMATION PROFESSIONNELLE ET AUTRE ÉTABLISSEMENT NON UNIVERSITAIRE 14

UNIVERSITÉ

Avez-vous un diplôme universitaire?

NON	15
OUI	16

ÉCOLE DE TROISIÈME CYCLE

Avez-vous obtenu un diplôme?

NON	17
OUI	18
REFUS	99

Q.18 Quelle est votre religion?

PROTESTANTE 14
CATHOLIQUE 20
JUIVE 21
AUTRE (SPECIFIER)_____ ..... __ __
DK 98
REFUS/NA 99

Q.19 Si vous pensez au revenu total de votre ménage en 1991 ... c'est-à-dire le revenu de toutes les sources avant les impôts, est-ce le revenu de votre ménage en 1991 était

A. supérieur à 20,000 $
OUI ..... PASSEZ À B
NON 11

B. supérieur à 30,000 $
OUI ..... PASSEZ À C
NON 13

C. supérieur à 40,000 $
OUI ..... PASSEZ À D
NON 15

D. supérieur à 50,000 $
OUI 18
NON 17

NSP/REFUS/SR 99

Je vous remercie beaucoup de votre temps. C'est tout ce que j'avais comme questions à poser.

Q.20 INDIQUEZ LE GENRE DU(DE LA) RÉPONDANT(E)

FEMME 1
HOMME 2

Q.21 DURÉE DE L'ENTREVUE

..... __ __

ASSUREZ-VOUS QUE TOUT EST COMPLET ... REMERCIEMENTS